ORDER

104655 Orders Order / Rev: Alt Order #: 06835929 Product Desc: **RNC - ROMNEY** Estimate: 279 Flight Dates: 07/25/12 - 07/31/12 Primary AE: Amy McCreary Original Date / Rev: 07/24/12 / 07/24/12 Sales Office: BLPHI GENERAL Order Type: Sales Region: National Name: **American Rambler Productions** Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 138 Conant St. Billing Cycle: EOM/EOC Beverly, MA 02494 Agency Commission: 15% Advertiser RNC/Romney for President Name: Demographic: A35+ New Business Thru: Product Codes: PLC03 Order Separation: 00:15:00 SELECT PRIORITY CODE Priority: Advertiser External ID:

Bill Pian

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/25/12	07/29/12	74	\$86,650.00	\$73,652.50
07/30/12	07/31/12	36	\$33,200.00	\$28,220.00

Revenue Codes:

Totais

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
July 2012	74	\$86,650.00	\$73,652.50	0.00
August 2012	36	\$33,200.00	\$28,220.00	0.00
Totals	110	\$119.850.00	\$101.872.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

POLITICAL/AGY, PCAN, GEN

Ln	Ch	Start	End	Inventory Cod	e Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	07/30/1	2 07/31/12	M-F 6-7a Wake		6-7a	МТ	:30	4	\$700.001	0.00 NM	4	\$2,800.00
	10101211	A10 A/A O.	IDOO OVIDA	M-F 6-7a Wake									
				Y WITH MAX SE	 -		-						
10	<u>Sta:</u> //eek: 07	rt Date	End Date 08/05/12	<u>Weekdays</u> MT	Spots/Week	<u>Rate</u> \$700.00	Rating						
					4	,	0.00			#E00.004	0.00.104	_	
E 2	KSNV	07/25/1	2 07/27/12	M-F 6-7a Wake	op w/vvagivi eUp w/Wagners	6-7a	WTF	:30	3	\$700.001	0.00 NM	3	\$2,100.00
	WAKE \	W/WAGN	IRS2 1X/DA		op w/wagners								
	Sta	rt Date	End Date	Weekdavs	Spots/Week	Rate	Rating						
V	/eek; 07/		07/29/12	WTF	3	\$700.00	0.00						
E 3	KSNV	07/25/1	2 07/27/12	Today Show	CM	658a-9am	WTF	:30	6	\$1,400.001	0.00 NM	6	\$8,400.00
				Today Show									
	TODAY	SHOW	2X/DAY WIT	'H MAX SEP									
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
	/eek: 07/	23/12	07/29/12	WTF	6	\$1,400.00	0.00						
E 4	KSNV	07/30/1	2 07/31/12	Today Show	CM	658a-9am	MT	:30	4	\$1,400.001	0.00 NM	4	\$5,600.00
				Today Show									
				'H MAX SEP	0 1 444 1		.						
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	leek: 07/		08/05/12	MT	4	+-,	0.00						
E 5	KSNV	07/30/1	2 07/31/12	M-F Today Sho		9-10a	MT	:30	4	\$500.001	0.00 NM	4	\$2,000.00
	TODAY	CHOW	2 2 2 1 1 1 2 2 2 2	M-F Today Sho	W II								
				ITH MAX SEP	0	Б.	Б. //						
	Sta	<u>rt Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					t	

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KSNV

Order / Řev:

104655

Advertiser:

RNC/ Romney for President

Alt Order #:

06835929

Product Desc:

RNC - ROMNEY

Flight Dates:

07/25/12 - 07/31/12

Estimate:

279

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 5 KSNV	07/30/1	2 07/31/12	M-F Today Show		9-10a	MT	:30	4	\$500.001	0.00 NM	4	\$2,000.00
TODAY	/ SHOW!	O OY/DAY M	M-F Today Show ITH MAX SEP	II								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 07		08/05/12	MT	4	\$500.00	0.00						
E 6 KSNV	07/25/1	2 07/27/12	M-F Today Show		9-10a	WTF-~	:30	3	\$500.001	0.00 NM	3	\$1,500.00
7004	(01 10) 11		M-F Today Show	11								·
	r SHOW 2 art Date	2 1X/DAY End Date	<u>Weekdays</u>	Spots/Week	Data	Doting						
<u>عرد</u> Week: 07		07/29/12	<u>vveekuays</u> WTF	<u>3pots/vveek</u>	<u>Rate</u> \$500.00	Rating 0.00						
			Olympics Daytime		9am-4pm	MT⊶	:30	6	\$1,200.003	0.00 NM	6	\$7,200.00
			Olympics Daytim					Ī	ψ./ =00,000	0100 14141		Ψ1,200.00
			H MAX SEP		_							
<u>Sta</u> Week: 07	art Date	End Date 08/05/12	<u>VVeekdays</u> MT	Spots/Week	Rate	Rating 0.00						
I			M-F Today Show		\$1,200.00 10am-11am	WTF	:30	3	\$325.001	0.00 NM	3	\$975.00
L O ROM	011207	2 01721712	Today 4th Hour	III TUI KANN	Todin-Train		.50	J	ψ325.00 I	U.UU INIVI	3	φ9/5.00
TODAY	SHOW:	3 1X/DAY	•									
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 07		07/29/12	WTF	3	\$325.00	0.00					_	
E 9 KSNV	07/25/1	2 07/27/12	Noon News Noon News	СМ	12-1230pm	WTF	:30	6	\$425.001	0.00 NM	6	\$2,550.00
NEWS	AT NOOI	N 2X/DAY W	/ITH MAX SEP									
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 07		07/29/12	WTF	6	\$425.00	0.00						
E10 KSNV	07/25/1	2 07/27/12	Days of our Lives		1258p-2pm	WTF	:30	3	\$425,001	0.00 NM	3	\$1,275.00
DAYS	OF OUR I	LIVES 1X/D/	Days of our Lives	;								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 07	/23/12	07/29/12	WTF	3		0.00						
E11 KSNV	07/25/1	2 07/27/12	The Doctors	CM	2pm-3pm	WTF	:30	3	\$175.002	0.00 NM	3	\$525.00
DOCTO	ORS 1X/D	ιΔV	The Doctors									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 07		07/29/12	WTF	3		0.00						
E12 KSNV	07/25/1	2 07/27/12	Dr. Phil	CM	3-4p	WTF	:30	3	\$450.001	0.00 NM	3	\$1,350.00
DD DU	II. 4367DA3		Dr Phil									
	IL 1X/DA` art <u>Date</u>	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 07		07/29/12	WTF	3	\$450.00	0.00						
	~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~		NEWS 3 at 4 (1	HOUR)CM	4-5pm	MT	:30	4	\$700.001	0.00 NM	4	\$2,800.00
			4PM NEWS (1 h		(4:00 PM-4:3	0 PM)						,,
			VITH MAX SEP	O 4 - BA1 1.	D-1-	D. U						
<u>ان م</u> Week: 07	art <u>Date</u> /30/12	End Date 08/05/12	<u>Weekdays</u> MT	Spots/Week 4	<u>Rate</u> \$700.00	Rating 0.00						
			News 3 at 4 (1/2		4-430p	WTF	:30	3	\$700.001	0.00 NM	3	\$2,100.00
			News 3 at 4 (1/2			,,,,	,,,,	·	41001001	0.00 1411	J	Ψ2,100.00
		4 1X/DAY										
<u>Sta</u> Week: 07	art Date	End Date 07/29/12	<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u>	Rating 0.00						
-			News 3 at 430pm		\$700.00 430-5pm	0.00 ~~WTF	:30	6	\$700.001	0.00 NM	6	\$4,200.00
L to Kott	01,20,1	2 01,21,12	News 3 at 4:30P		400-0pm	****	.50	Ū	ψ7 00.00 T	O.OO INN	O	\$4,200.00
NEWS	2X/DAY	WITH MAX										
	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 07		07/29/12	WTF	HOURSM		0.00	.00		#700 00 4	0.00 1111		An 000 ==
⊏ 10 KSNV	07730/1	2 07/31/12	NEWS 3 at 4 (1 4PM NEWS (1 h		4-5pm (4:30 PM-5:0	MT (0 PM)	:30	4	\$700.001	0.00 NM	4	\$2,800.00
NEWS	2X/DAY	WITH MAX		/	(1.00 ) (1.00.0	~ . IVI/						
•	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 07		08/05/12	MT	4		0.00						
E 17 KSNV	07/25/1	2 07/27/12		СМ	5-630p	WTF	:30	6	\$1,000.001	0.00 NM	6	\$6,000.00

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Order / Rev:

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Product Desc:

RNC - ROMNEY

Flight Dates: 07/25/12 - 07/31/12 Estimate: 279

Ln Ch	Start	End	Inventory Code	Break	Start/End T	īme Days	Len Sp	ots Rate Pri	Rtg Type S	Spots	Amount
			M-F Early News M-F Early News					·····			
NEWS	3 AT 5 2	X/DAY WITH	•						_		
<u>Sta</u> Week: 07/	rt Date	End Date	<u>Weekdays</u> WTF	Spots/Week	Rate	Rating					
E 18 KSNV		07/29/12 2 07/31/12	M-F Early News	CM	\$1,000.00 5-630p	0.00 MT	:30	4 \$1,000.001	0.00 NM	4	¢4.000.00
	0170071	2 01/01/12	M-F Early News	OW	0 0000	1*11	.50	4 ψ1,000.001	O.OO INIVI	4	\$4,000.00
		X/DAY WITH									
<u>Sta</u> Week: 07/	rt Date /30/12	End Date 08/05/12	<u>Weekdays</u> MT	Spots/Week	<u>Rate</u> \$1,000.00	Rating 0.00					
E 19 KSNV			M-F Jeopardy	CM	630-7pm	WTF	:30	6 \$1,000.001	0.00 NM	6	\$6,000.00
			M-F Jeopardy					σ φ.,σσσ.σσ.	0.00 11	v	φο,σοσ.σο
	RDY 2X/I irt Date	DAY WITH I End Date		Cnoto (Mook	D-1-	Datina					
<u>عاد</u> Week: 07		07/29/12	<u>Weekdays</u> WTF	Spots/Week 6	<u>Rate</u> \$1,000,00	Rating 0.00					
E20 KSNV	07/30/1	2 07/31/12	M-F Jeopardy	СМ	630-7pm	MT	:30	4 \$1,000.001	0.00 NM	4	\$4,000.00
IEODA			M-F Jeopardy								. ,
	ול Date	DAY WITH I End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 07/		08/05/12	MT		\$1,000.00	0.00					
E21 KSNV	07/25/1	2 07/27/12	M-F Wheel	СМ	7-730pm	~~WTF	:30	3 \$1,000.001	0.00 NM	3	\$3,000.00
WHEE	_ 1X/DAY	,	M-F Wheel of Fo	rtune							
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 07		07/29/12	WTF		\$1,000.00	0.00					
E22 KSNV	07/30/1	2 07/31/12	M-F Wheel	CM	7-730pm	MT	:30	2 \$1,000.001	0.00 NM	2	\$2,000.00
WHEEL	_ 1X/DAY	,	M-F Wheel of Fo	rtune							
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 07/	/30/12	08/05/12	MT	2	\$1,000.00	0.00					
E 23 KSNV	07/25/1	2 07/26/12	M-F News 3 at El		11pm-1135p	om ~-WT	:30	2 \$1,100.001	0.00 NM	2	\$2,200.00
NEWS	3 AT 11	1X/DAY	M-F News 3 at E	leveli							
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>					
Week: 07		07/29/12	WT		\$1,100.00	0.00					
E 24 KSNV	07/25/1	2 07/27/12	The Tonight Show	w CM	1135p-1237a	aWT	:30	3 \$425.001	0.00 NM	3	\$1,275.00
TONITI	SHOW	NBC 1X/DA	-								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 07		07/29/12	Ohumpian Lata Na	3 CM	\$425.00	0.00	.00	4 44 000 004			
E 25 KSNV	UNZIII	2 0//2///2	Olympics Late Ne Late News during		11pm-12:35	amF	:30	1 \$1,000.001	0.00 NM	1	\$1,000.00
	ATE NIGH	HT.		<b>,</b> - <b>.,</b>							
	art Date	End Date 07/29/12	<u>Weekdays</u> F	Spots/Week	Rate	Rating					
Week: 07			Olympics Openin	r Cerei®M	\$1,000.00 730p-12a	0.00	:30	1 \$10,000.001	0.00 NM	4	<b>#40.000.00</b>
1 20 NOIW	0112171	Z ONZMIZ	Olympics Openin	_	700p-12a		.50	1 \$10,000.00	0.00 NM	1	\$10,000.00
		CEREMONY									
<u>Sta</u> Week: 07	art Date	<u>End Date</u> 07/29/12	<u>Weekdays</u>	Spots/Week	<u>Rate</u> \$10,000.00	<u>Rating</u> 0.00					
E 27 KSNV			Olympics Primeti		7pm-12am	S-	:30	2 \$6,000.003	0.00 NM	2	\$12,000.00
			Olympics Primeti		1   12   12   11		.00	Σ ψο,οοο.οοο	0.00 14141	2	Ψ12,000.00
		PRIMETIM		Consta DM Ir	D-1-	B-P					
<u>احد</u> Week: 07	art <u>Date</u> /23/12	End Date 07/29/12	<u>Weekdays</u> S-	Spots/Week 2	<u>Rate</u> \$6,000.00	Rating 0.00					
E 28 KSNV			Olympics Late Ne		11pm-12:35		:30	2 \$1,000.007	0.00 NM	2	\$2,000.00
01341	TE 11-1-	IC.	Late News during	g Olympics						_	, 12-5166
	TE NEV	VS End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>					
Week: 07		07/29/12	S-		\$1,000.00	0.00					
E29 KSNV	07/28/1	2 07/28/12		СМ	4am-6pm	S-	:30	2 \$1,700.003	0.00 NM	2	\$3,400.00
									•		

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**KSNV** 

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Advertiser:

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RNC/ Romney for President

Flight Dates:

07/25/12 - 07/31/12

Product Desc:

RNC - ROMNEY

279

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Olympics Daytime Weeke Olympics Daytime WEEKEND **OLY WEEKEND DAYTIME** Start Date End Date Weekdays Spots/Week Rating Rate Week: 07/23/12 07/29/12 ----S-2 \$1,700.00 0.00 E 30 KSNV 07/29/12 07/29/12 Olympics Primetime CM² 7pm-12am :30 ----S 1 \$6,000.003 0.00 NM \$6,000.00 Olympics Primetime OLY WEEKEND PRIME Start Date End Date Weekdays Spots/Week Rate Rating Week: 07/23/12 07/29/12 ----S 1 \$6,000.00 0.00 E31 KSNV 07/29/12 07/29/12 Olympics Late News 3 CM 11pm-12:35am ----S :30 2 \$1,000.007 0.00 NM 2 \$2,000.00 Late News during Olympics **OLY LATE NEWS** Start Date End Date Weekdays Spots/Week Rate Rating 07/29/12 ----S Week: 07/23/12 2 \$1,000.00 0.00 E 32 KSNV 07/29/12 07/29/12 Olympics Daytime Week@M 4am-6pm ----S :30 4 \$1,700.003 0.00 NM \$6,800.00 Olympics Daytime WEEKEND OLY WEEKEND DAYTIME Start Date End Date Weekdays Spots/Week Rating Rate Week: 07/23/12 07/29/12 ----S 4 \$1,700.00 0.00 Totals 110 \$119,850.00